

Annex D

April 2015

MEDIA FACTSHEET SENTOSA- IDA COLLABORATION

Background

As Singapore pushes towards becoming the world's first Smart Nation, we aim to improve the quality of life for individuals and business productivity of enterprises by tapping on the potential of technology. The Infocomm Development Authority of Singapore (IDA) and Sentosa Development Corporation (SDC) are collaborating to co-innovate and develop technology that addresses real-life challenges in the tourism and hospitality sector.

Objectives

In line with the Smart Nation vision, the aim of this collaboration seeks to co-innovate and develop technology to address real-challenges and make a positive impact on the tourism and hospitality sector, such as in transforming customer experience, automating business operations and improving productivity.

SDC as a lead user, will be developing the problem statements and identifying real life business challenges together with IDA that interested local tech companies can work on. This collaboration is also in line with SDC's efforts in enhancing the Sentosa Experience as a Fun, Smart and Sustainable leisure destination through the adoption and utilisation of new technologies.

The long term objective of this collaboration is to build a strong base of local tech companies with innovative and exportable products together with government agencies, enterprise users, tech Multi-National Corporations (MNCs), Research Institutes and Institutes of Higher Learnings. By providing urban and current challenges to address and deployment opportunities for prototyping this will increase technology and business innovations among local tech companies, leading to

development of leading edge technologies and products that can be commercialised, whilst benefiting users.

The technologies or solutions created will place emphasis on enhancing guest experience and improving operational efficiencies for visitors and citizens to Sentosa island. Successful prototyping can also be mirrored and tailored according to the needs of the people on mainland Singapore for deployment.

Examples of challenges, also known as problem statements to address, can include management of peak hour traffic, crowd and traffic management, transport and fleet management, as well as energy and waste management. The proposed collaboration areas with SDC will include the use of technology innovations such as autonomous vehicles for personalised transport and waste management, drones and data analytics for safety and security, situation awareness, crowd and fleet management to improve operational efficiency and business processes, whilst personalising and transforming visitors' experience.

Beneficiaries

The main target beneficiaries of the collaboration are as below:

- **Visitors:** Visitors to Sentosa island when solutions are created to enhance their experience when they visit Sentosa. These initiatives, if successful, can also be later adapted for other parts of Singapore, benefitting people living on the mainland.
- **Tech companies:** Companies can co-innovate, prototype disruptive technologies and business models with SDC to create market validated products for commercialisation.
- **Tourism Sector:** This initiative can help lead the way for the Tourism and Hospitality sector by prototyping new technology solutions, innovating business processes and models to enhance visitor and customer experience.

Implementation and roll-out plan

To kick start the collaboration, IDA and SDC will be working on the first few Proof-of-concepts (POCs) projects with Singapore-based tech companies using video analytics to implement automated visitorship monitoring and tracking.

In the next coming months, IDA and SDC will conduct joint workshops to identify and refine problem statements to address operational efficiencies and transform customer experience. These problem statements will be shared with the local tech companies, Research Institutes and Institutes of Higher Learnings to pitch as ideas and solutions for POCs and pilots with SDC.

For media clarification, please contact:

Infocomm Development Authority of Singapore

Miss Zohria Nunis

Assistant Manager, Corporate & Marketing Communication,

Tel: +65 6211 3874

Fax: +65 6211 2227

Email: zohria_nunis@ida.gov.sg

Sentosa Development Corporation

Azreen Noor

Senior Manager, Corporate Communications,

Tel: +65 6279 1120

Email: azreen_noor@sentosa.com.sg